

WHAT IS CLAIMED IS:

1 1. A method comprising:
2 receiving at least conjoint survey data concerning
3 consumer experience with a brand;
4 processing at least the conjoint survey data to produce
5 marketing analytics; and
6 presenting the marketing analytics in at least one of a
7 plurality of selectable forms to allow a user to make a
8 decision.

1 2. The method of claim 1 further comprising receiving at
2 least one of a traditional survey data, company profitability
3 data, market share data, consumer behavioral data and product
4 catalog data.

1 3. The method of claim 1 wherein the marketing analytics are
2 displayed in a form specified by a user.

1 4. The method of claim 1 further comprising updating the
2 conjoint survey data at predetermined intervals.

1 5. The method of claim 1 wherein a presentation engine is
2 used to provide a variety of display choices to a user.

1 6. The method of claim 1 further comprising generating
2 simulation data using the marketing analytics.

1 7. The method of claim 1 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 8. An apparatus comprising:
2 a memory; and
3 a processor coupled to the memory, wherein the processor
4 is configured to:

5 receive data including at least conjoint survey data
6 concerning consumer experience with a brand,
7 process the data to produce marketing analytics, and
8 present the marketing analytics in at least one of a
9 plurality of selectable forms so that a user can make a
10 decision.

1 9. The apparatus of claim 8 wherein the data received by the
2 processor further includes at least one of a traditional
3 survey data, company profitability data, market share data,
4 consumer behavioral data and product catalog data.

1 10. The apparatus of claim 8 wherein the processor is
2 configured to display marketing analytics in a form specified
3 by a user.

1 11. The apparatus of claim 8 wherein the processor is further
2 configured to update the conjoint survey data at predetermined
3 intervals.

1 12 The apparatus of claim 8 further comprising a
2 presentation engine associated with the processor for
3 providing a variety of display choices to a user.

1 13. The apparatus of claim 8 further comprising a
2 presentation engine associated with the processor for
3 generating simulation data using the marketing analytics.

1 14. The apparatus of claim 8 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 15. An article comprising a computer-readable medium that
2 stores executable instructions for causing a computer system
3 to:

4 process data including at least conjoint survey data
5 concerning consumer experience with a brand; and
6 present the marketing analytics in at least one of a
7 plurality of selectable forms so that a user can make a
8 decision.

1 16. The article of claim 15 further comprising instructions
2 for causing the computer to process data including at least
3 one of a traditional survey data, company profitability data,
4 market share data, consumer behavioral data and product
5 catalog data.

1 17. The article of claim 15 further comprising instructions
2 for causing the computer to display the marketing analytics in
3 a form specified by a user.

1 18. The article of claim 15 further comprising instructions
2 for causing the computer to update the conjoint survey data at
3 predetermined intervals.

1 19. The article of claim 15 further comprising instructions
2 for causing the computer to process the marketing analytics
3 using a presentation engine to provide a variety of display
4 choices to a user.

1 20. The article of claim 15 further comprising instructions
2 for causing the computer to generate simulation data using the
3 marketing analytics.

1 21. The article of claim 15 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 22. A method comprising:
2 accessing a system that is configured to process
3 marketing analytics and provide a variety of selectable
4 display choices, wherein the marketing analytics are based on
5 at least conjoint survey data concerning consumer experience
6 with a brand;
7 selecting a display choice; and

8 viewing the marketing analytics in response to the
9 selection.

1 23. The method of claim 22 comprising accessing the system
2 over a network.

1 24. The method of claim 22 further comprising requesting the
2 system to perform simulations based on the marketing
3 analytics.

1 25. The method of claim 22 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 26. An apparatus comprising:
2 a memory; and
3 a processor coupled to the memory, wherein the processor
4 is configured to:
5 access a system that is configured to process
6 marketing analytics and provide a variety of selectable
7 display choices, wherein the marketing analytics are
8 based on conjoint survey data concerning consumer
9 experience with a brand,
10 provide a selection of display choices, and
11 display the marketing analytics in response to the
12 selection.

1 27. The apparatus of claim 26 wherein the processor is
2 configured to access the system over a network.

1 28. The apparatus of claim 26 wherein the processor is
2 configured to request a simulation based on the marketing
3 analytics.

1 29. The apparatus of claim 26 wherein the marketing analytics
2 includes at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 30. An article comprising a computer-readable medium that
2 stores executable instructions for causing a computer system
3 to:

4 access a system that is configured to process marketing
5 analytics and provide a variety of selectable display choices,
6 wherein the marketing analytics are based on at least conjoint
7 survey data concerning consumer experience with a brand;

8 provide a selection of display choices; and

9 display the marketing analytics in response to the
10 selection.

1 31. The article of claim 30 further comprising instructions
2 for causing the computer to access the system over a network.

1 32. The article of claim 30 further comprising instructions
2 for causing the computer to request simulations based on the
3 marketing analytics.

1 33. The article of claim 30 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 34. A tool comprising:
2 an analytic engine for processing at least conjoint
3 survey data regarding at least one brand and for grouping the
4 processed data according to a plurality of marketing
5 analytics; and
6 a presentation engine for displaying the marketing
7 analytics based on a user selection.

1 35. The tool of claim 34, wherein the presentation engine is
2 utilized to perform simulations based on at least one
3 marketing analytic.

1 36. The tool of claim 34, wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 37. The tool of claim 34 wherein the analytic engine
2 processes at least one of traditional survey data, company
3 profitability data, market share data, consumer behavioral
4 data and product catalog data.